



Foreign Agricultural Service

**GAIN Report**

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## **Brazil**

# **Promotion Opportunities**

## **Annual**

## **2001**

Approved by:

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**U.S. Agricultural Trade Office, São Paulo**

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### **Report Highlights:**

**ATO/SP provides U.S. companies this partial list of relevant trade events for agricultural, fishery and forest products to enhance effective results for U.S. exporters interested in establishing trade contact with the Brazilian market.**

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Includes PSD changes: No  
Includes Trade Matrix: No  
Unscheduled Report  
São Paulo [BR3], BR

As the largest country, economy, population and market in Latin America, Brazil presents many challenges and opportunities for U.S. producers and exporters of agricultural, fishery, food and livestock products. The domestic events promotion sector is large, active and spread throughout the country, with São Paulo and Rio de Janeiro being the dominant locations for major trade events. Other cities, however, are increasing in importance as the domestic economy becomes increasingly diversified out into other areas. The U.S. Agricultural Trade Office (ATO) for Brazil, located in São Paulo, provides the following partial list of relevant trade events understanding that it is not all encompassing and it will be updated/revised as information on trade events and promotional opportunities are identified. However, ATO São Paulo strongly recommend six Brazilian trade shows for U.S. exporters interested in establishing trade contact with the Brazilian market. The Trade Shows are: ABIA FOOD SERVICE 2001, EXPOGURMET, APAS 2001, FISPAL 2001, FOOD INGREDIENTS SOUTH AMERICA, EXPO ABRAS 2001.

Events involving agricultural inputs - such as chemicals and fertilizers - and equipment for agriculture and food processing fall under the auspices of the U.S. Foreign Commercial Service (USFCS). For information on the events covered by the USFCS and associated services, visit the Brazil website at "[www.focusbrazil.org.br](http://www.focusbrazil.org.br)".

The promotional activities listed are provided for information purposes only. No endorsement should be implied unless specifically stated. Terms and conditions of participation are the responsibility of the organizer. Please contact the organizer directly for further information.

## Section I. Trade Shows

### March 2001

1. Event: **VI FEIRA INTERNACIONAL DE TECNOLOGIA EM BEBIDAS**  
**8º Congresso Brasileiro de Ciência e Tecnologia Cervejeira**  
Dates: March 21-23, 2001  
Venue: Pavilhão de Exposições do Riocentro - RIO DE JANEIRO - RJ  
Organizer: Associação Brasileira dos Profissionais em Cerveja e Malte  
Av. Barão do Serro Azul, 134 - 2º andar - sala 204/205  
80020-180 - CURITIBA - PR - BRAZIL  
Tel/Fax: 55 (41) 232-5815  
Email: [cobracem@cobracem.org.br](mailto:cobracem@cobracem.org.br)  
Summary: In its 6<sup>th</sup> edition with approximately 100 exhibitors, this international biannual trade show is dedicated to products, equipments and technology for the beverage industry especially beer and it will be opened only for sector professionals.
  
2. Event: **FRUTFEIRA BRAZILIAN FRUIT**  
**1ª Feira Internacional de Frutas, Derivados e Afins**  
Dates: March 26-29, 2001  
Venue: International Trade Mart - SÃO PAULO - SP  
Organizer: Placam Feiras e Eventos Ltda.  
Rua Polônia, 478 - Jardim América  
01447-000 - SÃO PAULO - SP - BRAZIL  
Tel.: 55 (11) 6221-4945  
Fax: 55 (11) 6221-8965  
Email: [placan@sie-seculo21.com.br](mailto:placan@sie-seculo21.com.br)  
Site: [www.sie-seculo21.com.br](http://www.sie-seculo21.com.br)  
Summary: In its first edition with approximately 185 exhibitors, this international trade show to be held annually is designed to present novelties in the fresh fruits sector, such as supplies, products and services. It will be opened only to sector professionals.
  
3. Event: **FEBRAGEL**  
**1ª Feira Brasileira de Produtos Refrigerados, Congelados, Supercongelados e Afins**  
Dates: March 26-29, 2001  
Venue: International Trade Mart - SÃO PAULO - SP  
Organizer: Placam Feiras e Eventos Ltda.  
Rua Polônia, 478 - Jardim América  
01447-000 - SÃO PAULO - SP - BRAZIL  
Tel.: 55 (11) 6221-4945  
Fax: 55 (11) 6221-8965  
Email: [placan@sie-seculo21.com.br](mailto:placan@sie-seculo21.com.br)  
Site: [www.sie-seculo21.com.br](http://www.sie-seculo21.com.br)  
Summary: In its first edition with approximately 150 exhibitors, this national annual trade show is dedicated to refrigerated products, frozen food, superfrozen food, equipment and services related to the sector. It will be opened only to the sector professionals.

**April 2001**

4. Event: **ABIA FOOD SERVICE 2001**  
**3º Salão Internacional da Alimentação Fora do Lar**  
Dates: April 3-6, 2001  
Venue: Expo Center Norte - SÃO PAULO - SP  
Organizer: Francal Feiras e Empreendimentos Ltda.  
Alameda Mamoré, 503 - 1º andar - Alphaville  
06454-040 - BARUERI - SP - BRAZIL  
Tel.: 55 (11) 7291-8188  
Fax: 55 (11) 7291-0200  
Email: [feiras@francal.com.br](mailto:feiras@francal.com.br)  
Site: [www.francal.com.br](http://www.francal.com.br)  
Summary: In its 3<sup>rd</sup> edition with approximately 120 exhibitors, this is an international annual trade show designed for food and beverage products, automatization, food ingredients, gastronomy, catering, vending machines, packaging, warehouse, logistic, distribution and equipments and services to the sector. It will be opened only to sector professionals.
5. Event: **BRASIL RESTAURANT SHOW**  
**1ª Exposição Internacional de Indústria, Produtos e Serviços Pará Restaurantes, Bares e Similares**  
Dates: April 3-6, 2001  
Venue: Centro de Exposições Imigrantes - SÃO PAULO - SP  
Organizer: Alcântara Machado Feiras de Negócios Ltda.  
Rua São Paulo, 252 - Alphaville  
06465-130 - BARUERI - SP - BRAZIL  
Tel.: 55 (11) 7295-1229  
Fax: 55 (11) 7295-0455  
Email: [amfp@alcantara.com.br](mailto:amfp@alcantara.com.br)  
Site: [www.alcantara.com.br](http://www.alcantara.com.br)  
Summary: In its first edition with approximately 100 exhibitors, this international trade show to be held biannually has been created to present novelties for the HRI sector such as food and beverage, equipment and services. It will be opened only to sector professionals.
6. Event: **AGRISHOW 2001**  
**8ª Feira Internacional de Tecnologia Agrícola em Ação**  
Dates: April 30 -May 5, 2001  
Venue: Núcleo de Agronomia de Alta Mogiana - RIBEIRÃO PRETO - SP  
Organizer: Associação Brasileira da Indústria de Máquinas e Equipamentos - ABIMAQ  
Av. Jabaquara, 2.925  
04045-902 - SÃO PAULO - SP - BRAZIL  
Tel.: 55 (11) 5582-6428 / 5582-6421  
Fax: 55 (11) 5582-6429  
Email: [abimaq@abimaq.org.br](mailto:abimaq@abimaq.org.br)  
Site: [www.abimaq.org.br](http://www.abimaq.org.br)  
Summary: In its 8<sup>th</sup> edition with approximately 450 exhibitors, this is an international annual trade show for agricultural machines and utensils, seeds, correctives, fertilizers and defensives, irrigation systems,

devices, silos and warehouses, security informatics, screens, wire, canvas, wrapping material, etc. This is reported to be the largest farm show in Brazil.

7. Event: **MERCOSUPER 2001**

**10ª Feira de Produtos Pará Supermercados**  
**19ª Convenção Paranaense de Supermercados**

Dates: April 21-23, 2001

Venue: Centro de Convenções - FOZ DO IGUAÇÚ - PR

Organizer: Associação Paranaense de Supermercados - APRAS

Av. Senador Souza Naves, 535 - Cristo Rei

80050-040 - CURITIBA - PARANÁ - BRAZIL

Tel.: 55 (41) 362-1212

Fax: 55 (41) 362-8513

Email: [apras@apras.org.br](mailto:apras@apras.org.br)

Site: [www.apras.org.br](http://www.apras.org.br)

Summary: In its 10<sup>th</sup> edition with approximately 250 exhibitors, this international annual trade show is dedicated to the supermarket sector with products, equipment, services and operational systems for supermarkets, refrigeration equipment, etc. It will be opened only to sector professionals.

**May 2001**

8. Event: **EXPOGOURMET**

**6ª Feira Internacional da Gastronomia**

Dates: May 2-6, 2001

Venue: International Trade Mart - SÃO PAULO

Organizer: Jatobá Eventos S.A.

Rua General Furtado do Nascimento, 467

05465-070 - SÃO PAULO - SP - BRAZIL

Tel.: 55 (11) 3024-5501

Fax: 55 (11) 3024-5584

Summary: In its 6<sup>th</sup> edition with approximately 150 exhibitors, this is a national annual trade show for high end food, beverages, equipment and services for HRI sector. It will be opened to the general public.

9. Event: **FIPANTEC**

**1º Salão de Financiamento, Negócios, Tecnologia e Matérias-Primas Pará Panificação, Confeitaria, Sorveteria e Pizzaria**

Dates: May 8-11, 2001

Venue: Mart Center - SÃO PAULO - SP

Organizer: Associação das Indústrias de Panificação e Confeitaria de São Paulo - AIPAN

Rua Santo Amaro, 313 - Centro

01315-001 - SÃO PAULO - SP - BRAZIL

Tel.: 55 (11) 3105-5101

Fax: 55 (11) 3106-9867

Site: [www.sindipan.org.br](http://www.sindipan.org.br)

Summary: In its first edition with approximately 140 exhibitors, this international trade show to be held annually is dedicated to the bakery, confectionary, ice cream and pizza sector. It includes food ingredients, equipment, tools, services and operational systems. It will be opened only to sector

professionals.

10. Event: **APAS 2001**  
**17ª Feira de Produtos e Serviços Pará Supermercados**  
**17ª Convenção Paulista de Supermercados**  
Dates: May 21-24, 2001  
Venue: Expo Center Norte - SÃO PAULO - SP  
Organizer: Associação Paulista de Supermercados - APAS  
Rua Pio XI, 1.200  
05060-001 - SÃO PAULO - SP - BRAZIL  
Tel.: 55 (11) 3647-5000  
Fax: 55 (11) 3647-5017  
Email: [apasnet@uol.com.br](mailto:apasnet@uol.com.br)  
Site: [www.apas.com.br](http://www.apas.com.br)  
Summary: In its 17<sup>th</sup> edition with approximately 280 exhibitors, in the country's largest consumer market this international annual trade show is dedicated to the supermarket sector with products, equipment, services and operational systems for supermakets, refrigeration equipment, etc. It will be opened only to the sector professionals.
11. Event: **MINASPÃO**  
**2ª Feira da Panificação, Confeitaria e Sorveteria de Minas Gerais**  
Dates: May 30-June 1, 2001  
Venue: Pavilhão da Serraria Souza Pinto - BELO HORIZONTE - MG  
Organizer: Sindicato da Indústria da Panificação de Minas Gerais - SIP  
Av. do Contorno, 4.610 - 2º andar - Serra  
30110-090 - BELO HORIZONTE - MINAS GERAIS - BRAZIL  
Tel./Fax: 55 (31) 282-7559  
Email: [cipamip@fiemg.com.br](mailto:cipamip@fiemg.com.br)  
Summary: In its 2<sup>nd</sup> edition with approximately 90 exhibitors, this is a regional annual trade show for the bakery and confectionary sector which includes wheat flours, baking powders, packages, equipment, software, etc. and it will be opened to the general public.

### June 2001

12. Event: **ABF FRANCHISING EXPO & CONFERENCE 2001**  
**10ª Feira Internacional de Franquias**  
Dates: June 6-9, 2001  
Venue: International Trade Mart - SÃO PAULO - SP  
Organizer: Guazzelli Feiras Messe Frankfurt Ltda.  
Al. Rio Negro, 433 - 2º andar - Prédio 1  
06454-904 - BARUERI - SP - BRAZIL  
Tel.: 55 (11) 7291-0440  
Fax: 55 (11) 7291-0660  
Email: [intima@guazzelli.com.br](mailto:intima@guazzelli.com.br)  
Site: <http://www.guazzelli.com.br>

Summary: In its 10<sup>th</sup> edition with approximately 150 exhibitors, this is an international annual trade show for franchising including food and food service, decoration, services, etc. It will be opened to the general public.

13. Event: **FEICORTE 2001**

**2ª Feira Internacional da Cadeia Produtiva da Carne**

Dates: June 6-10, 2001

Venue: Centro de Exposições Imigrantes - SÃO PAULO - SP

Organizer: Alcântara Machado Feiras de Negócios Ltda.

Rua São Paulo, 252 - Alphaville

06465-130 - BARUERI - SP - BRAZIL

Tel.: 55 (11) 7295-1229

Fax: 55 (11) 7295-0455

Email: [amfp@alcantara.com.br](mailto:amfp@alcantara.com.br)

Site: [www.alcantara.com.br](http://www.alcantara.com.br)

Summary: In its 2<sup>nd</sup> edition with approximately 220 exhibitors, this is an international annual trade show for nutrition and animal feeding, genetics, veterinary products, agricultural supplies, manures and fertilizers, technology, etc. It will be opened only to sector professionals.

14. Event: **EXPONOR**

**15ª Feira de Equipamentos, Produtos e Serviços Pará Supermercados**

**15ª Convenção Norte Nordeste de Supermercados**

Dates: June 11-13, 2001

Venue: Centro de Convenções de Pernambuco - OLINDA - PE

Organizer: Associação Pernambucana de Supermercados - APES

Rua Amauri de Medeiros, 186 - Derby

52010-120 - RECIFE - PERNAMBUCO - BRAZIL

Tel.: 55 (81) 421-3612

Fax: 55 (81) 421-3331

Email: [apes@elogica.com.br](mailto:apes@elogica.com.br)

Summary: In its 15<sup>th</sup> edition with approximately 250 exhibitors, this international annual trade show is dedicated to the supermarket sector of northeast Brazil with products, equipment, services, operational systems for supermakets, etc. It will be opened only to sector professionals.

15. Event: **FISPAL 2001**

**17ª Feira Internacional da Alimentação**

Dates: June 19-22, 2001

Venue: International Trade Mart - SÃO PAULO - SP

Organizer: Grupo Brasil Rio

Rua Ministro Nelson Hungria, 239 - conj. 04 - Real Parque

05690-050 - SÃO PAULO - SP - BRAZIL

Tel.: 55 (11) 3758-0996

Fax: 55 (11) 3758-0165

Email: [fispal@grupobrasilrio.com.br](mailto:fispal@grupobrasilrio.com.br)

Site: [www.grupobrasilrio.com.br](http://www.grupobrasilrio.com.br)

Summary: In its 17<sup>th</sup> edition with approximately 1.325 exhibitors, this is an international annual trade show for food products, machinery and equipment, beverages, wrapping material, food ingredients and services related to the sector. It will be opened to the general public.

16. Event: **PETLAND**

Dates: June 20-24, 2001

Venue: Centro de Exposições Imigrantes - SÃO PAULO - SP

Organizer: Alcântara Machado Feiras de Negócios Ltda.

Rua São Paulo, 252 - Alphaville

06465-130 - BARUERI - SP - BRAZIL

Tel.: 55 (11) 7295-1229

Fax: 55 (11) 7295-0455

Email: [amfp@alcantara.com.br](mailto:amfp@alcantara.com.br)

Site: [www.alcantara.com.br](http://www.alcantara.com.br)

Summary: In its 2<sup>nd</sup> edition with approximately 80 exhibitors, this international annual trade show is specialized in pets (dogs, cats, birds, etc), pet products and services. It will be opened to the general public.

### July 2001

17. Event: **SUPERINTER 2001**

**5ª Feira de Produtos e Serviços Pará Supermercados**

**5ª Convenção de Supermercado do Interior de Minas Gerais**

Dates: July 10-12, 2001

Venue: Pavilhão de Feiras da ACIUB - UBERLÂNDIA - MINAS GERAIS

Organizer: Associação Mineira de Supermercados - AMIS

Rua Platina, 33 - Prado

30410-430 - BELO HORIZONTE - MINAS GERAIS - BRAZIL

Tel.: 55 (31) 291-5022

Fax: 55 (31) 291-6141

Email: [evento@amis.org.br](mailto:evento@amis.org.br)

Site: [www.amis.org.br](http://www.amis.org.br)

Summary: In its 5<sup>th</sup> edition with approximately 280 exhibitors, this annual trade show is dedicated to the supermarket sector with products, equipment, services and operational systems for supermarkets, refrigeration equipment, etc. It will be opened only to sector professionals.

### August 2001

18. Event: **FIPAS - PARANÁ**

**Feira da Industrialização e Processamento de Aves e Suínos**

Dates: August 8-10, 2001

Venue: Expo Trade - CURITIBA - PARANÁ

Organizer: Miller Freeman do Brasil Ltda.  
 Rua Wanderley, 848  
 05011-001 - SÃO PAULO - SP - BRAZIL  
 Tel.: 55 (11) 3873-0081  
 Fax: 55 (11) 3873-1912  
 Email: [expomfbr@ibm.net](mailto:expomfbr@ibm.net)  
 Site: [www.mfbr.com](http://www.mfbr.com)

Summary: This is an international biannual trade show for the poultry and swine sector which includes, animal feed, veterinarian products and accessories, breeder, etc. It will be opened to the general public.

19. Event: **FOOD INGREDIENTS SOUTH AMERICA**

**6ª Exposição Internacional de Ingredientes Pará a Indústria Alimentícias**

Dates: August 28-30, 2001  
 Venue: Transamérica Expo - SÃO PAULO -SP  
 Organizer: Miller Freeman do Brasil Ltda.  
 Rua Wanderley, 848  
 05011-001 - SÃO PAULO - SP - BRAZIL  
 Tel.: 55 (11) 3873-0081  
 Fax: 55 (11) 3873-1912  
 Email: [expomfbr@ibm.net](mailto:expomfbr@ibm.net)  
 Site: [www.mfbr.com](http://www.mfbr.com)

Summary: In its 6<sup>th</sup> edition with approximately 350 exhibitors, this is an international annual trade show for food ingredients, food additive, semi-processed food. It will be opened only to sector professional.

**September 2001**

20. Event: **EQUIPOTEL 2001**

**39ª Feira Internacional de Equipamentos, Produtos, Serviços Pará Hotéis, Flats, Motéis, Restaurantes, Fast Food, Bares e Similares**

Dates: September 10-13, 2001  
 Venue: Pavilhão de Exposições do Parque Anhembi - SÃO PAULO - SP  
 Organizer: EQUIPOTEL - Feiras, Edições e Promoções Ltda.  
 Rua Afonso Celso, 797  
 04119-060 - SÃO PAULO - SP - BRAZIL  
 Tel.: 55 (11) 5574-5166  
 Fax: 55 (11) 5549-5043  
 Email: [equipotel@equipotel.com.br](mailto:equipotel@equipotel.com.br)  
 Site: [www.equipotel.com.br](http://www.equipotel.com.br)

Summary: In its 39<sup>th</sup> edition with approximately 900 exhibitors, this international annual trade show is designed for the travel, hotels, travel agencies. It will be opened only to sector professionals.

21. Event: **5ª PET FAIR BRASIL**

**Feira Internacional de Produtos e Serviços da Linha Pet**

Dates: September 11-13, 2001  
 Venue: Expo Center Norte - SÃO PAULO - SP  
 Organizer: Miller Freeman do Brasil Ltda.

Rua Wanderley, 848  
05011-001 - SÃO PAULO - SP - BRAZIL  
Tel.: 55 (11) 3873-0081  
Fax: 55 (11) 3873-1912  
Email: [expomfbr@ibm.net](mailto:expomfbr@ibm.net)  
Site: [www.mfbr.com](http://www.mfbr.com)

Summary: In its 5<sup>th</sup> edition with approximately 200 exhibitors, this is an international annual trade show for the pet shop sector which includes, animal feed, veterinarian products and accessories, etc. It will be opened to general public.

22. Event: **EXPO ABRAS 2001 (National Supermarket Show)**  
**31ª Feira Internacional de Produtos e Serviços Pará Supermercados**

Dates: September 17-20, 2001  
Venue: Pavilhão de Exposições do Riocentro - RIO DE JANEIRO - RJ  
Organizer: Associação Brasileira de Supermercados - ABRAS  
Av. Diógenes Ribeiro Lima, 2.872 - Alto da Lapa  
05083-901 - SÃO PAULO - SP - BRAZIL  
Tel.: 55 (11) 3838-4500  
Fax: 55 (11) 3887-9933  
Email: [info@abrasnet.com.br](mailto:info@abrasnet.com.br)  
Site: [www.abrasnet.com.br](http://www.abrasnet.com.br)

Summary: In its 31<sup>st</sup> edition with approximately 550 exhibitors, this is an international annual trade show dedicated to the supermarket sector with products, equipment, services and operational systems for supermarkets, etc. It will be opened only to sector professionals.

23. Event: **TECNOCARNE**  
**5ª Feira de Produtos Pará a Indústria da Carne**

Dates: September 25-28, 2001  
Venue: Expo Center Norte - SÃO PAULO - SP  
Organizer: Dipemar Divulgação da Pesca Marítima Ltda.  
Rua Bento de Andrade, 482 - Jardim Paulista  
04503-001 - SÃO PAULO - SP - BRAZIL  
Tel.: 55 (11) 3885-4265  
Fax: 55 (11) 3884-1127  
Email: [dipemar@dipemar.com.br](mailto:dipemar@dipemar.com.br)  
Site: [www.dipemar.com.br](http://www.dipemar.com.br)

Summary: In its 5<sup>th</sup> edition with approximately 450 exhibitors, this international annual trade show is for the meat sector which includes additives, condiments, ingredients, equipment and accessories. It will be opened to the general public.

24. Event: **EQÜESTRE**  
**3ª Feira Internacional de Negócios do Cavalho**

Dates: September 27-30, 2001  
Venue: Mart Center - SÃO PAULO - SP  
Organizer: Interfeiras Eventos Ltda.

Rua Domingos Fasolari, 166/174 - Casa Verde  
 02513-010- SÃO PAULO - SP - BRAZIL  
 Tel.: 55 (11) 3856-7919  
 Fax: 55 (11) 266-3022  
 Email: [expo@fit016.com.br](mailto:expo@fit016.com.br)  
 Site: [www.fit016.com.br](http://www.fit016.com.br)

Summary: In its 3<sup>rd</sup> edition with approximately 120 exhibitors, this international annual trade show is dedicated to the equestrian sector which includes animal feed, health, equipment, etc., and it will be opened to the general public.

### October 2001

25. Event: **PRONATURA 2001**

**4<sup>a</sup> Feira Internacional de Produtos Naturais**

Dates: October 9-14, 2001  
 Venue: Expo Center Norte - SÃO PAULO - SP  
 Organizer: Francal Feiras e Empreedimentos Ltda.  
 Alameda Mamoré, 503 - 1<sup>o</sup> andar - Alphaville  
 06454-040 - BARUERI - SP - BRAZIL  
 Tel.: 55 (11) 7291-8188  
 Fax: 55 (11) 7291-0200  
 Email: [feiras@francal.com.br](mailto:feiras@francal.com.br)  
 Site: [www.francal.com.br](http://www.francal.com.br)

Summary: In its 4th edition with 130 exhibitors, this international annual trade show is dedicated to alternative therapies, organic foods, macrobiotic food, food supplement, natural food, diet food, etc. It will be opened to the general public.

26. Event: **SUPERNORTE**

**5<sup>a</sup> Feira Supermercadista e Fornecedores do Estado do Pará e Amapá**

Dates: October 15-17, 2001  
 Venue: Centur - BELÉM - PARÁ  
 Organizer: Associação Paraense de Supermercados  
 Av. Magalhães Barata, 695 - Sala 706 e 708  
 66063-240 - BELÉM - PARÁ - BRAZIL  
 Tel.: 55 (91) 249-4268 / 249-0024  
 Fax: 55 (91) 249-4268

Summary: In its 5th edition with approximately 130 exhibitors, this regional annual trade show is dedicated to the supermarket sector with products, equipment, services and operational systems for supermakets, refrigeration equipment, etc. It will be opened only to sector professionals.

27. Event: **SUPERMINAS**

**15<sup>a</sup> Feira de Produtos e Serviços Pará Supermercados**  
**15<sup>a</sup> Convenção Mineira de Supermercados**

Dates: October 16-18, 2001  
Venue: Centro de Feiras e Exposições de Minas Gerais - Expominas - BELO HORIZONTE  
Organizer: Associação Mineira de Supermercados - AMIS  
Rua Platina, 33 - Prado  
30410-430 - BELO HORIZONTE - MINAS GERAIS - BRAZIL  
Tel.: 55 (31) 291-5022  
Fax: 55 (31) 291-6141  
Email: [amis@amis.org.br](mailto:amis@amis.org.br)  
Site: [www.amis.org.br](http://www.amis.org.br)

Summary: In its 15th edition with approximately 100 exhibitors, this regional annual trade show is dedicated to the supermarket sector with products, equipment, services and operational systems for supermarkets, refrigeration equipment, etc. It will be opened only to sector professionals.

28. Event: **HORTIFRUTI**

**4ª Feira Internacional de Agronegócios de Frutas e Hortaliças**

Dates: October 17-21, 2001  
Venue: Centro de Exposições Imigrantes - SÃO PAULO - SP  
Organizer: Alcântara Machado Feiras de Negócios Ltda.  
Rua São Paulo, 252 - Alphaville  
06465-130 - BARUERI - SP - BRAZIL  
Tel.: 55 (11) 7295-1229  
Fax: 55 (11) 7295-0455  
Email: [amfp@alcantara.com.br](mailto:amfp@alcantara.com.br)  
Site: [www.alcantara.com.br](http://www.alcantara.com.br)

Summary: In its 4th edition with approximately 60 exhibitors, this international annual trade show is dedicated to fresh fruits, agricultural supplies, fertilizers and other products and services related to the sector. It will be opened to the general public.

29. Event: **EXPOMILK (National Dairy Livestock Show)**

**10ª Exposição Nacional da Pecuária Leiteira**

Dates: October 24-28, 2001  
Venue: Centro de Exposições Imigrantes - SÃO PAULO - SP  
Organizer: Alcântara Machado Feiras de Negócios Ltda.  
Rua São Paulo, 252 - Alphaville  
06465-130 - BARUERI - SP - BRAZIL  
Tel.: 55 (11) 7295-1229  
Fax: 55 (11) 7295-0455  
Email: [amfp@alcantara.com.br](mailto:amfp@alcantara.com.br)  
Site: [www.alcantara.com.br](http://www.alcantara.com.br)

Summary: In its 10<sup>th</sup> edition with approximately 250 exhibitors, this international annual trade show is dedicated to the dairy sector which includes livestock, genetics, equipment, agricultural products, veterinarian products, animal feed, etc. It will be opened to the general public.

**November 2001**

30. Event: **GAS & SHOP**  
**8ª Feira Internacional de Lojas de Conveniência**  
Dates: November 20-23, 2001  
Venue: Expo Center Norte - SÃO PAULO - SP  
Organizer: Miller Freeman do Brasil Ltda.  
Rua Wanderley, 848  
05011-001 - SÃO PAULO - SP - BRAZIL  
Tel.: 55 (11) 3873-0081  
Fax: 55 (11) 3873-1912  
Email: [expomfbr@ibm.net](mailto:expomfbr@ibm.net)  
Site: [www.mfbr.com](http://www.mfbr.com)  
Summary: In its 8<sup>th</sup> edition with approximately 90 exhibitors, this international annual trade show is dedicated to the growing convenience and gas shop sector with products and services, equipments and technology. It will be opened only to sector professionals.

### March 2002

31. Event: **7ª FEIRA NACIONAL DO ALIMENTO E TECNOLOGIA**  
Dates: March, 2002 (to be confirmed)  
Venue: Parque de Exposição de Maraponga - FORTALEZA  
Organizer: Holanda Empreendimentos, Comércio e Exportação de Confeções Ltda.  
Rua Francisco Glicério, 290 - Maraponga  
60140-050 - FORTALEZA - CEARÁ - BRAZIL  
Tel.: 55 (85) 495-1617  
Fax: 55 (85) 495-2743  
Site: [www.feirasholanda.com.br](http://www.feirasholanda.com.br)  
Summary: In its 7<sup>th</sup> edition with approximately 60 exhibitors, this national annual trade show is dedicated to food and beverage, gastronomy, food ingredients, equipment and services to food industry sector. It will be opened only to sector professionals.
32. Event: **5ª SWEET BRAZIL**  
Dates: March, 2002 (to be confirmed)  
Venue: International Trade Mart - SÃO PAULO  
Organizer: Associação Brasileira da Indústria de Chocolate, Cacau, Balas e Derivados - ABICAB  
Av. Paulista, 1313 - 8º andar - cj. 809  
01311-200 - SÃO PAULO - SP - BRAZIL  
Tel.: 55 (11) 3662-4692  
Fax: 55 (11) 826-8175  
Email: [hanover@hanover.com.br](mailto:hanover@hanover.com.br)  
Summary: Brazil is the second world largest producer of candy and confectionery and the 5<sup>th</sup> producer of chocolate. This 5<sup>th</sup> edition with approximately 60 exhibitors, this international annual trade show is dedicated to candy, confectionery and chocolate sector. It will be opened to the general public.

33. Event: **TECNOBEBIDA 2002**  
**4ª Feira Internacional sobre Tecnologia Pará o Setor de Bebidas**  
Dates: August, 2002 (to be confirmed)  
Venue: Expo Center Norte - SÃO PAULO  
Organizer: Miller Freeman do Brasil Ltda.  
Rua Wanderley, 848  
05011-001 - SÃO PAULO - SP - BRAZIL  
Tel.: 55 (11) 3873-0081  
Fax: 55 (11) 3873-1912  
Email: [expomfbr@ibm.net](mailto:expomfbr@ibm.net)  
Site: [www.mfbr.com](http://www.mfbr.com)  
Summary: In its 4rd edition with approximately 120 exhibitors, this international annual trade show is dedicated to the beverage sector including equipment, packaging, ingredients and services. It will be opened only to sector professionals.
34. Event: **VIV AMÉRICA LATINA**  
**13ª Feira Internacional da Produção Intensiva de Proteína Animal e Processamento**  
Dates: September, 2002 (to be confirmed)  
Venue: Expo Center Norte - SÃO PAULO  
Organizer: Miller Freeman do Brasil Ltda.  
Rua Wanderley, 848  
05011-001 - SÃO PAULO - SP - BRAZIL  
Tel.: 55 (11) 3873-0081  
Fax: 55 (11) 3873-1912  
Email: [expomfbr@ibm.net](mailto:expomfbr@ibm.net)  
Site: [www.mfbr.com](http://www.mfbr.com)  
Summary: In its 13<sup>th</sup> edition with approximately 200 exhibitors, this is an international annual trade show for the animal production sector, which includes cattle, swine, poultry, aquaculture, collateral areas including automatization, watering equipment, refrigeration, food conservation, packaging, poultry farming, swine raising, cages, artificial insemination, installation for poultry and swine, veterinary products, meat processing, animal feed, eggs, incubators, packaging, etc. It will be opened to the general public.

## Section II. Retail In-Store Promotions

ATO São Paulo and the country's second largest supermarket chain, Pão de Açúcar, are organizing an In-Store Promotion for food and beverages. The promotion is going to be held on April 16-30, 2001 in the top 50 stores of their chain in the São Paulo region.

Pão de Açúcar is the better known chain of a group called Companhia Brasileira de Distribuição (CBD) that also owns the Extra, Barateiro and Eletro stores brands. CBD is the largest Brazilian retail organization in terms of number of stores and the second-largest in sales.

The purpose of this activity is introduce new American dry groceries such as pet food, beverage, candies, condiments, bakery products, other specialty foods, cheese, grain products, and canned products to the Brazilian market. Pão de Açúcar will use the event to try new products.

This is a great opportunity to establish and develop closer relationship with local trade, as well as great exposure for U.S. products in the Brazilian market.

According to the Pão de Açúcar Import Manager, their goal is to become the major importer of fine food and beverages in Brazil. Each month they will be conducting an in-store promotion of a specific country in their top stores (approximately 50). The first one is going to be the American Promotion which they are planning to repeat the promotion every year.

### **Section III. Hotel, Restaurant, Institutional (HRI) Promotions**

Not applicable at this time.

### **Section IV. Other Promotional Activities**

Not applicable at this time.